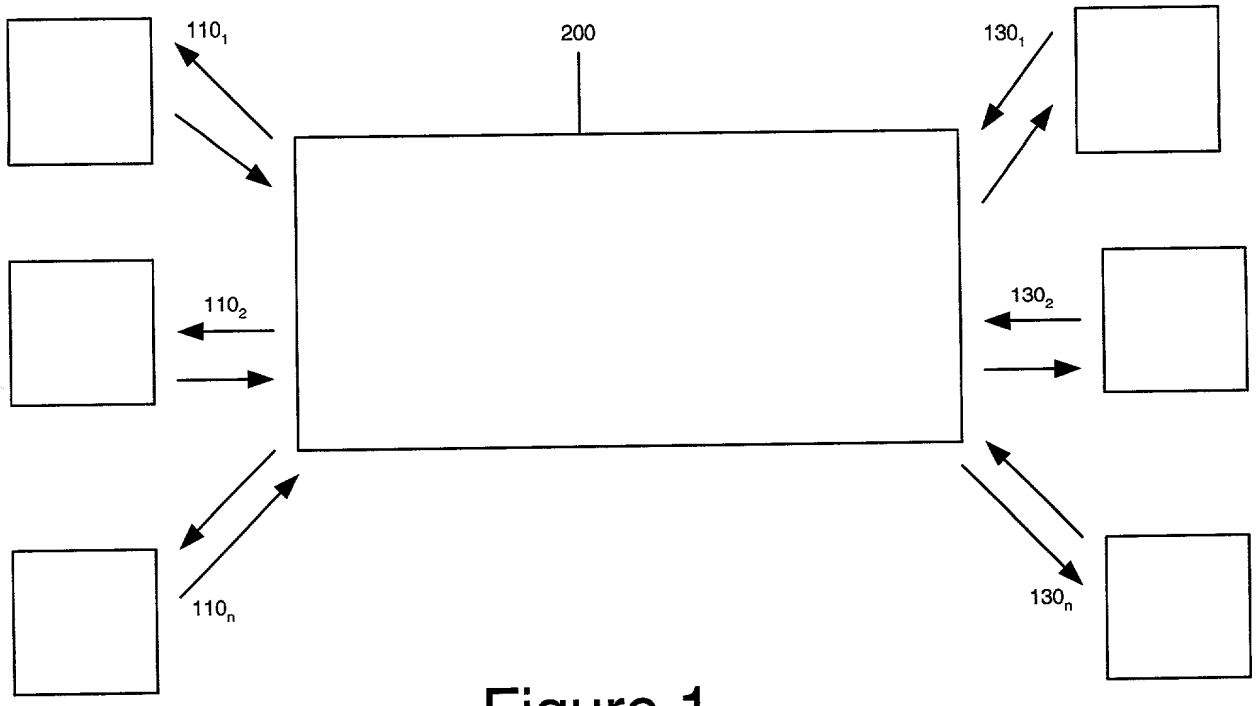

Figure 1

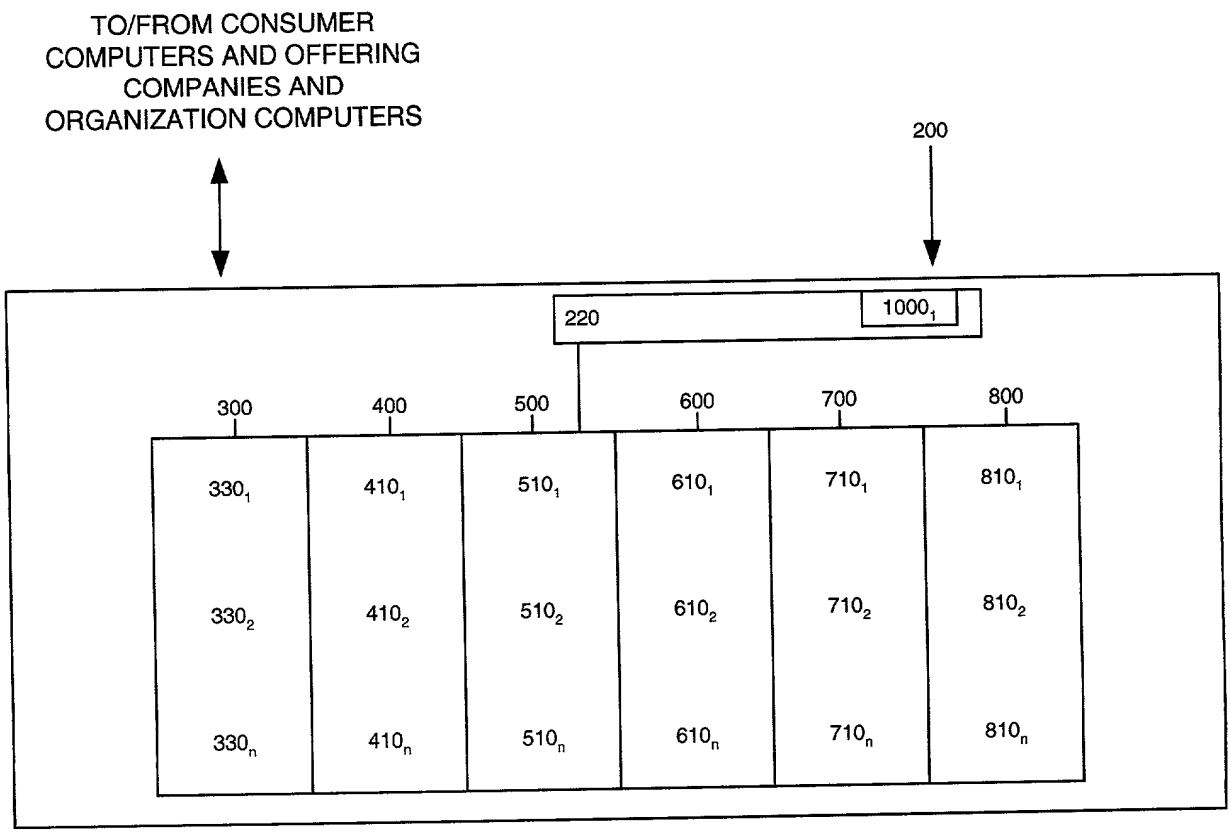

Figure 2

FILE	OFFERING COMPANY NAME 340	OFFERING COMPANY IDENTIFIER 350	LOYALTY PROGRAM IDENTIFIER(S) 360	OFFERING COMPANY CONTACT INFORMATION 370
330_1	Sears	350_1	360_1-360_n	370_1
330_2	United Airlines	350_2	360_1-360_n	370_2
330_n	First USA Visa	350_n	360_1-360_n	370_n

PURCHASING INCENTIVE	MEMBER NUMBER	AUTHORIZATION INFORMATION
365	375	385
365_1-365_n	375_1-375_n	385_1-385_n

Figure 3

FILE	CONSUMER NAME	CONSUMER MARKETING DATA	CONSUMER IDENTIFYING NUMBER	CONSUMER MEMBERSHIP INFORMATION
410	420	430	440	460
410_1	420_1	430_1	440_1	460_1-460_n
410_2	420_2	430_2	440_2	460_1-460_n
410_n	420_n	430_3	440_3	460_1-460_n

LOYALTY PROGRAM	OFFERING COMPANY IDENTIFIER	CONSUMER AUTHORIZATION INFORMATION
460_n	350_n	385_n

Figure 4

PIQ SUBMISSION	PIQ TRACKING NUMBER	CONSUMER IDENTIFYING NUMBER	PIQ SUBJECT MATTER DESCRIPTION	PIQ CONDITIONS OR ANCILLARY INFORMATION
510	520	450	530	540
510_1	520_1	450_1	530_1	540_1
510_2	520_2	450_2	530_2	540_2
510_n	520_n	450_n	530_n	540_n

Figure 5

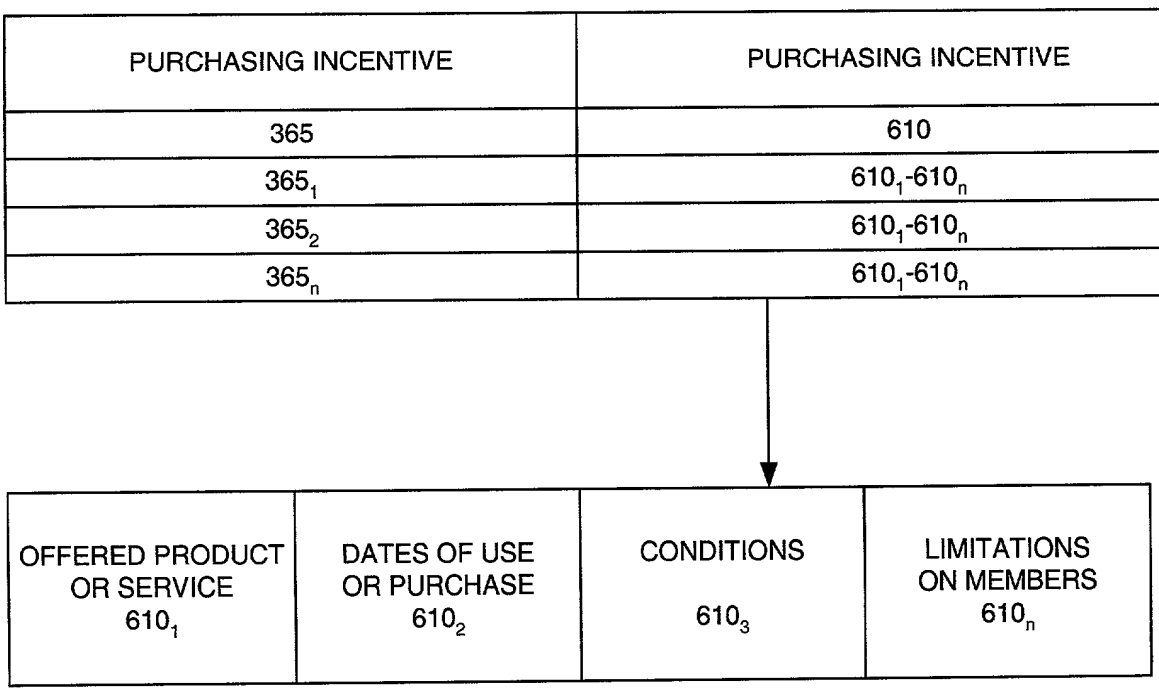

Figure 6

PROMOTION COMPENSATION OFFERS	PROMOTION COMPENSATION IDENTIFIER	PROMOTION COMPENSATION RULES AND CONDITIONS	PROMOTION COMPENSATION DESCRIPTION
710	720	730	740
710_1	720_1	730_1	740_1
710_n	720_2	730_2	740_2
710_2	720_n	730_n	740_n

Figure 7

PIQ FILE 810_n
PIQ TRACKING NUMBER 520n
PIQ SUBJECT MATTER DESCRIPTION 530_n
CONSUMER IDENTIFYING NUMBER OR NAME 420_n and/or 450_n
OFFERING COMPANY IDENTIFIER 350_n
LOYALTY PROGRAM NUMBER 360_n
PIQ STATUS 820_n
PROMOTION COMPENSATION DESCRIPTION 740_n
PROMOTION COMPENSATION STATUS 830_n

Figure 8

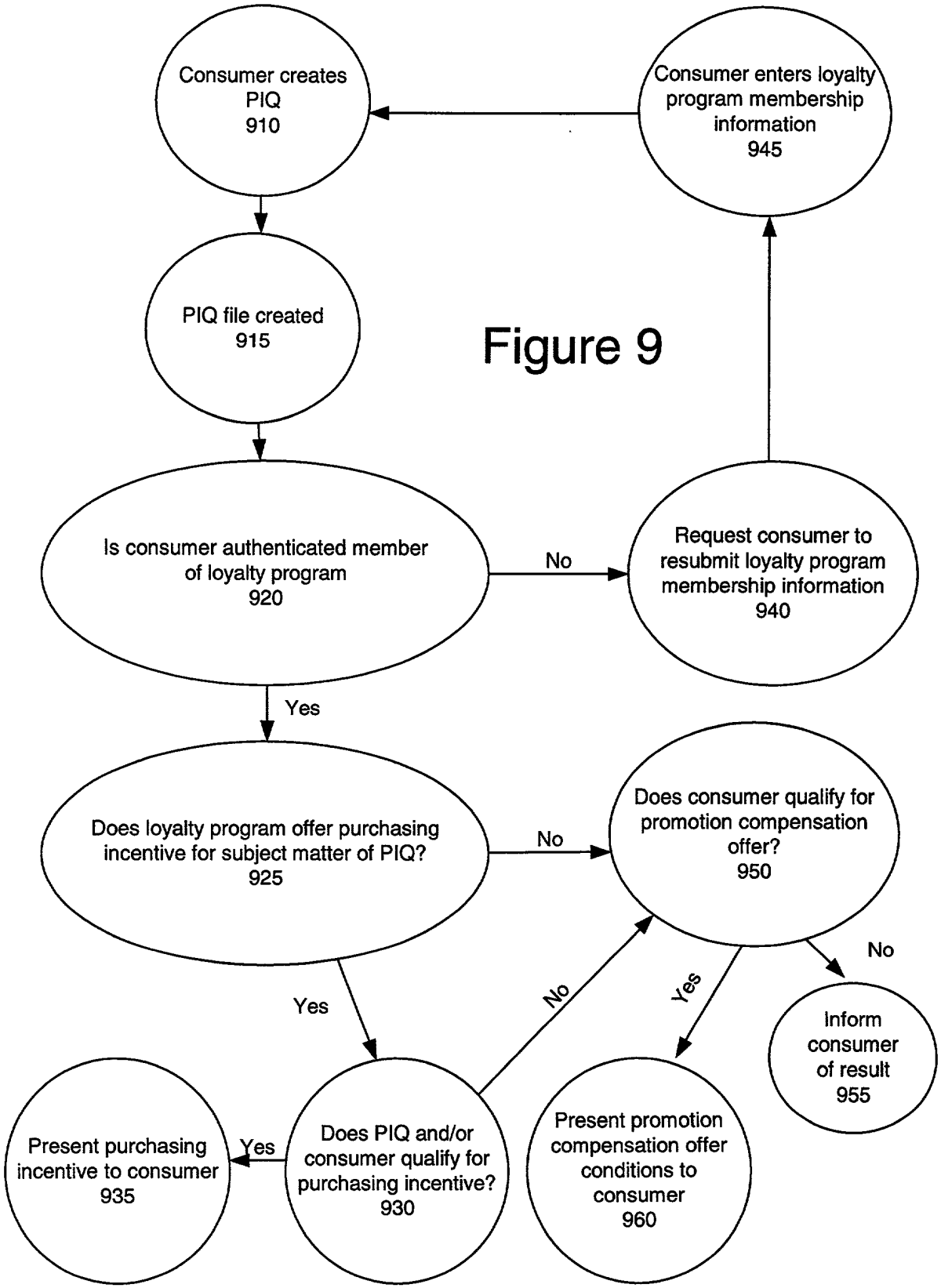
Consumer creates PIQ 910
Consumer enters loyalty program membership information 945
PIQ file created 915
Is consumer authenticated member of loyalty program 920
No
Request consumer to resubmit loyalty program membership information 940
Yes
Does loyalty program offer purchasing incentive for subject matter of PIQ? 925
No
Does consumer qualify for promotion compensation offer? 950
Yes
No
Yes
No
Inform consumer of result 955
Present purchasing incentive to consumer 935
Yes
Does PIQ and/or consumer qualify for purchasing incentive? 930
Present promotion compensation offer conditions to consumer 960

Figure 9

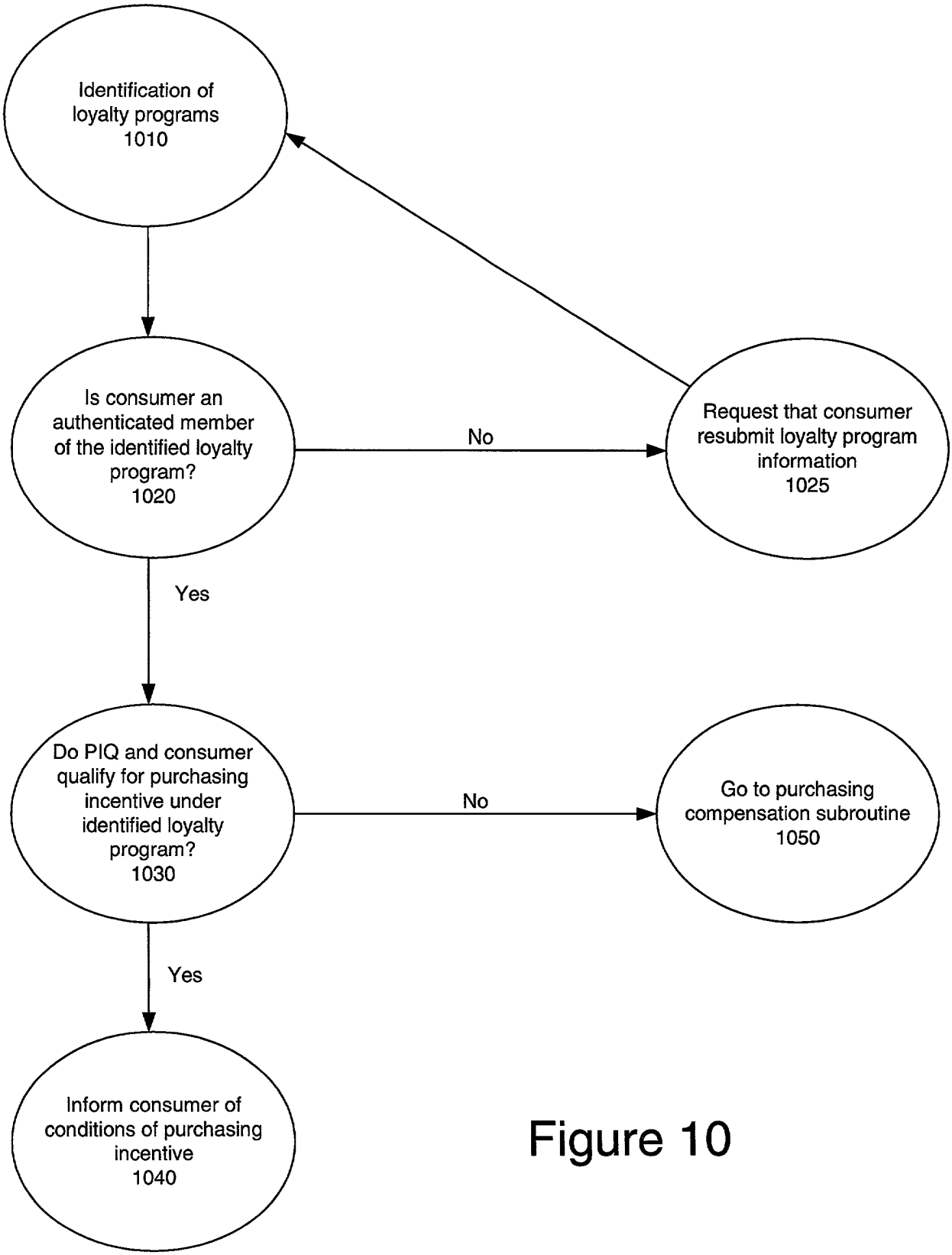
Identification of loyalty programs 1010
Is consumer an authenticated member of the identified loyalty program? 1020
No
Request that consumer resubmit loyalty program information 1025
Yes
Do PIQ and consumer qualify for purchasing incentive under identified loyalty program? 1030
No
Go to purchasing compensation subroutine 1050
Yes
Inform consumer of conditions of purchasing incentive 1040

Figure 10

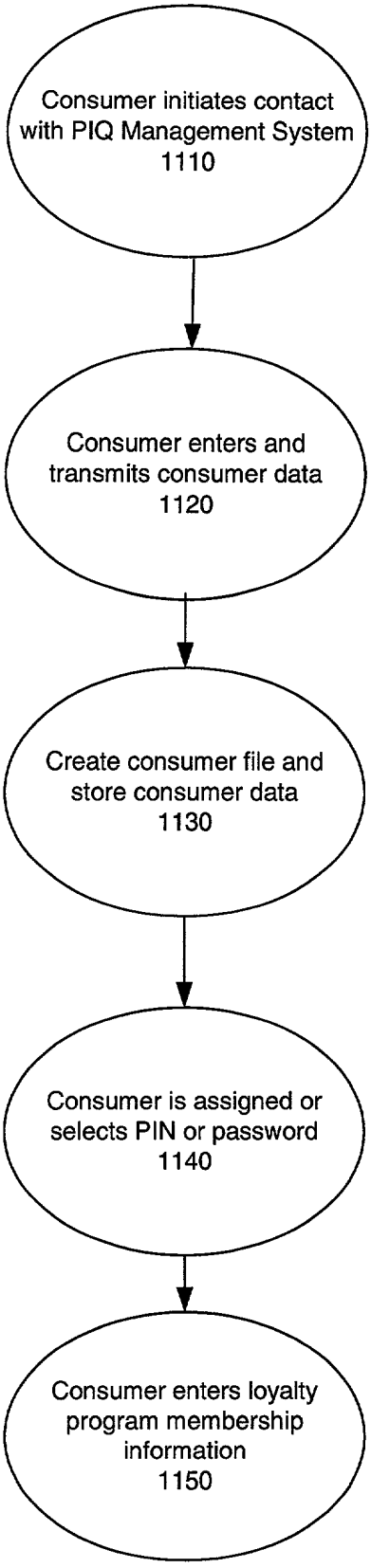
Consumer initiates contact with PIQ Management System 1110
Consumer enters and transmits consumer data 1120
Create consumer file and store consumer data 1130
Consumer is assigned or selects PIN or password 1140
Consumer enters loyalty program membership information 1150

Figure 11

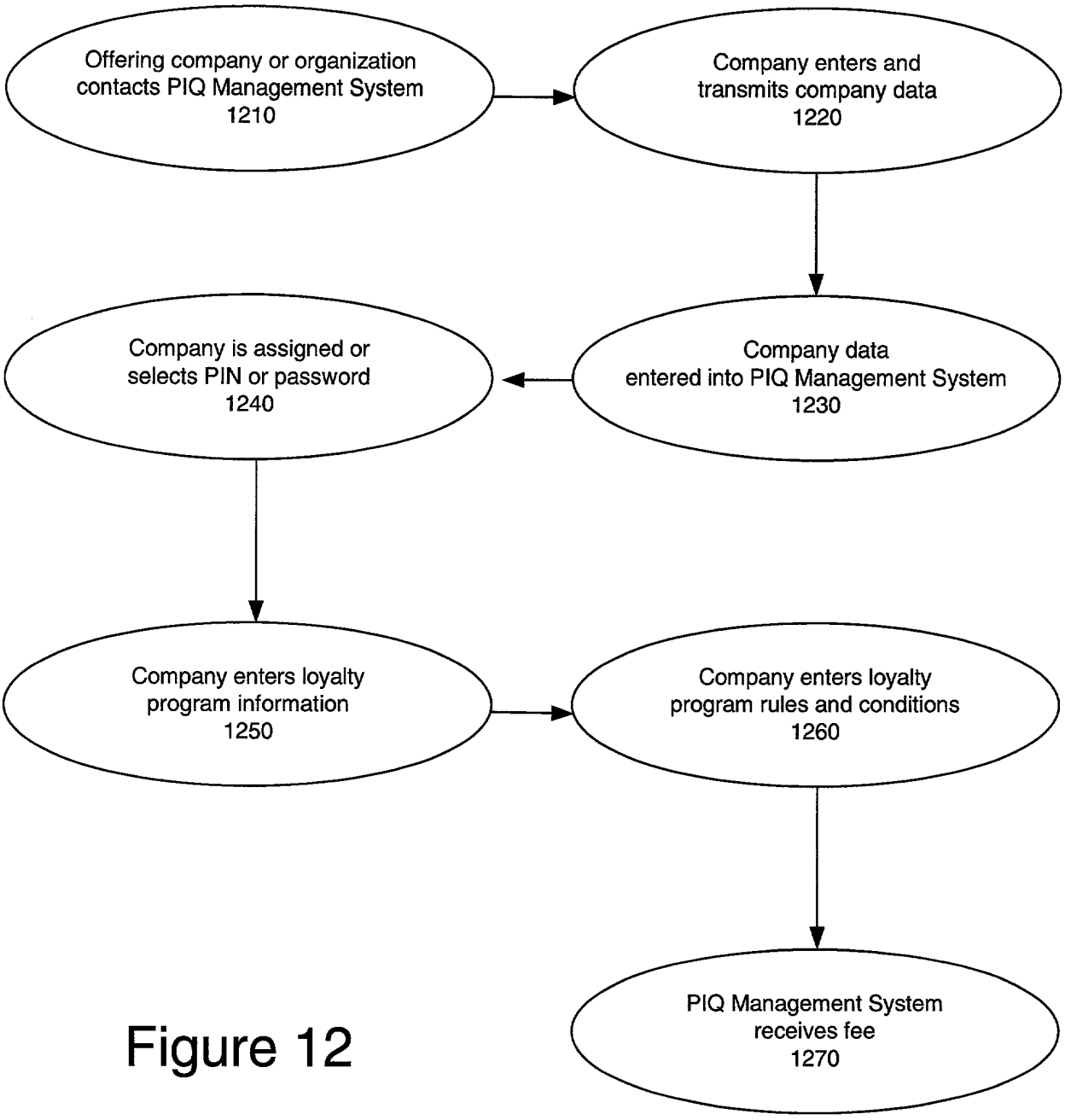
Offering company or organization contacts PIQ Management System 1210
Company enters and transmits company data 1220
Company data entered into PIQ Management System 1230
Company is assigned or selects PIN or password 1240
Company enters loyalty program information 1250
Company enters loyalty program rules and conditions 1260
PIQ Management System receives fee 1270

Figure 12